GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department–CINEMAS–M/s PVR Ltd., located at "Ripples Mall", MG Road, Vijayawada-Permission for rate of admission and five (5) shows per day-Accorded-Orders–Issued.

HOME (GENERAL. A) DEPARTMENT

G.O.MS.No. 174 **Dated: 10-11-2017.**
Read the following:

Letter from the Authorized Signatory, M/s PVR Ltd., located at "Ripples Mall", MG Road, Vijayawada, letter dated 01.07.2017.

ORDER:

In the reference read above, the Authorized Signatory, M/s PVR Ltd. while informing the facilities being provided by them, stated that high initial investment and high operating costs make it difficult to operate within the Government approved rates. They therefore requested to allow price increase for their cinema tickets in their Multiplex and grant permission to have free & flexi pricing and permission to charge the patrons as indicated below:

Screen wise, class wise seating arrangement and proposed rates of admission and number of shows:

Name of the Screen	Class	No. of Seats	Rate of Admission	No. of Shows
Screen 1	Executive	264	150/-	6
	Total Seats	264		
Screen 2	Executive	272	150/-	6
	Total Seats	272		
Screen 3	Executive	220	150/-	6
	Total Seats	220		
Screen 4	Executive	203	150/-	6
	Total Seats	203		

2. Government after careful examination of the proposal and in exercise of the powers conferred under clause (a) of sub rule 3 of rule 11(b) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby permit to fix the rate of admission as Rs.150/-(Rupees one hundred and fifty only) allowing five (5) shows in all the four (4) Screens of Multiplex M/s PVR Ltd., located at "Ripples Mall", MG Road, Vijayawada.

3. The Licensing Authority is directed to thoroughly inspect the facilities during the periodical half yearly inspections and in case any deficiency is found, the same may be reported to Government so that action can be taken automatically to withdraw the enhanced rates of admission accorded in para 3 above and also subject to the conditions laid down in Annexure appended to this order being strictly fulfilled by the Management of M/s PVR Ltd., located at "Ripples Mall", MG Road, Vijayawada.

4. The Joint Collector, Krishna District shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Joint Collector & Licensing Authority, Krishna District.
The PS to Special Chief Secretary to Hon'ble Chief Minister.

(P.T.O.)

The Authorized Signatory, M/s PVR Ltd., located at "Ripples Mall", MG Road, Vijayawada.
The P.S. to Principal Secretary to Government, Home Department.
SF/ SC.

//FORWARDED : : BY ORDER//

SECTION OFFICER

ANNEXURE TO G.O.MS. NO.174 , HOME (GENERAL.A) DEPARTMENT, Dated: 10.11.2017.

CONDITIONS FOR MULTIPLEXES

a) The CCTV system shall be maintained without any interruption.

b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).

7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signages and painting to be completed at basement levels III & IV. There should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 02:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT